

“

Three Mashable stories are shared *each second*.

”



It's where people come for
information, innovation and
imagination.



Our Mission:

To be the Connected Generation's source for digital culture, utility, innovation, inspiration and entertainment.

Connected Generation *n.*

1 People who integrate innovation into all parts of their lives and are immersed in digital culture. **2** People who are constantly connected, communicating, consuming, and sharing content across multiple devices and platforms. **3** People who are community-oriented. **4** People who are brand evangelists/loyalists.



We're the voice of digital culture.



ENTERTAINMENT



WEB CULTURE



BUSINESS



TECHNOLOGY



POLITICS



LIFESTYLE

WE COVER A FULL SPECTRUM OF TOPICS

By the numbers:

35,000,000



MONTHLY UNIQUES

16,000,000



SOCIAL FOLLOWERS

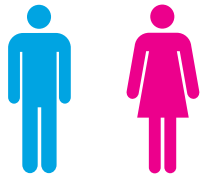
7,500,000



SHARES PER MONTH

We owe it all to our amazing community.
They inspire us as much as we inspire them.

DUAL AUDIENCE



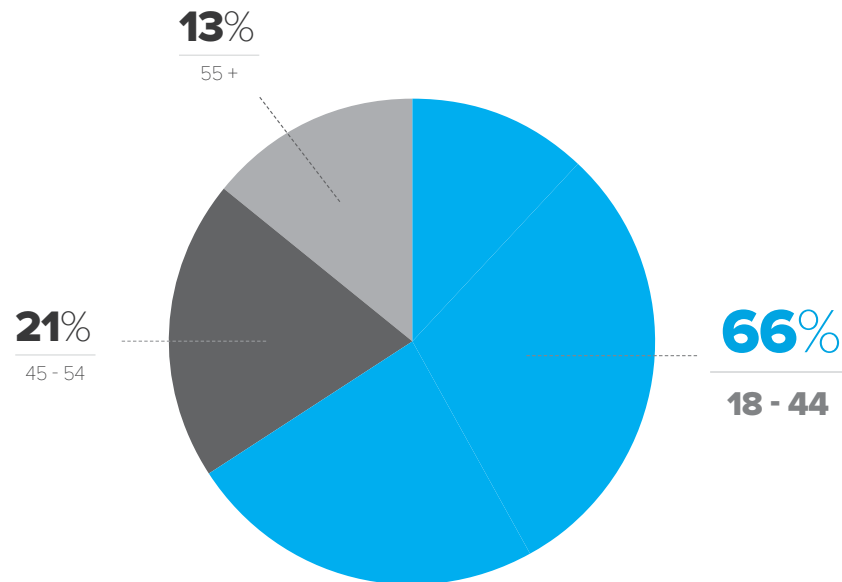
50%

FEMALE

50%

MALE

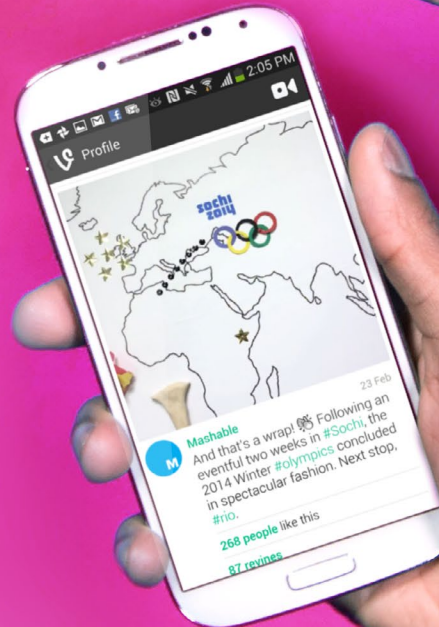
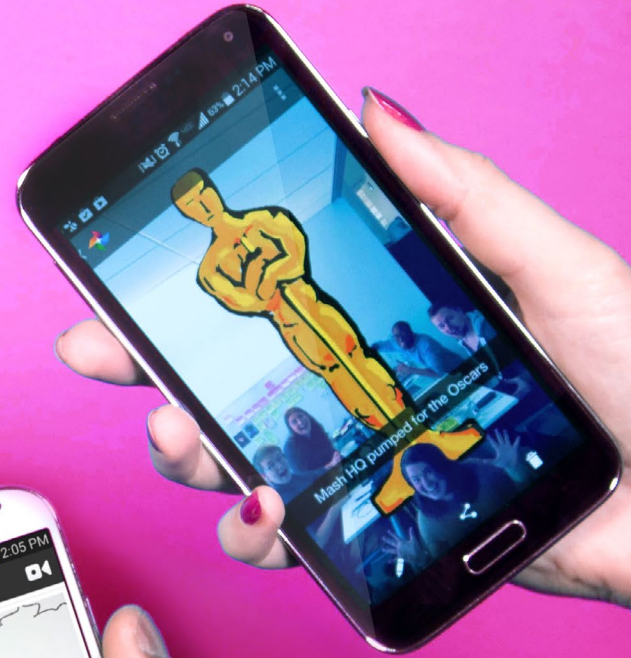
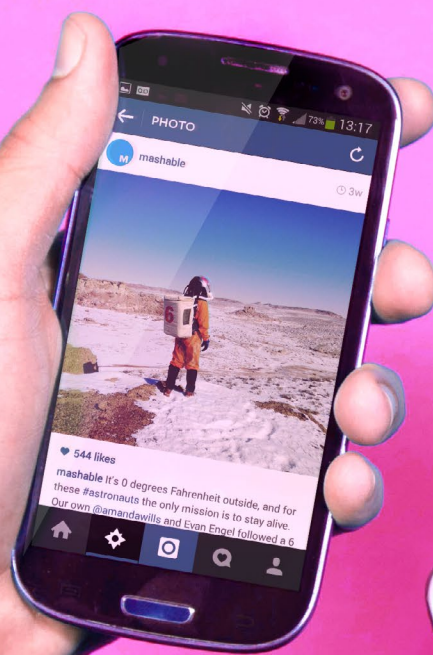
AGE GROUPS



HOUSEHOLD INCOME

Largest percentage of audience has HHI of \$100,000 or more.





Social is in our DNA.

We're a real
chatterbox
on Twitter.

5,200,000

FOLLOWERS

4x

**AVERAGE NETWORK
SIZE FOR EACH FOLLOWER**

5x

**MORE ACTIVE COMMUNITY
ON SOCIAL NETWORKING**



5,000,000 people like
Mashable on Facebook

600,000 of them see every
Facebook share

Mashable appears in a
Facebook News Feed
10.2 Million times
each day



"Must Follow"
on Pinterest

Most
engaged
company page
on LinkedIn

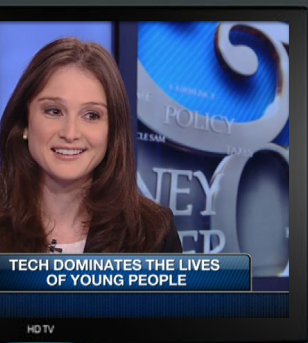


Most engaged
news outlet on
Google+





We enjoy sharing our expertise with friends in the media.



Must Follow Brand
on Pinterest

Forbes

Mashable gives voice to millions who are trying to make their lives better through digital innovation.

TIME

There is no site quite like Mashable
—Al Gore

“Must Read,”
F&T COMPANY

Some very smart people have had some really nice things to say about us.

“ Mashable is among a group of sites with devoted audiences that are appealing to advertisers. Mashable’s influential online audience, which shares and distributes its links across the Web, further fuel the site’s growth. ”

The New York Times



Join the movement.